



**MEMORANDUM**

**To:** Julio Frenk, President

**From:** Linda L. Neider  
Chair, Faculty Senate

**Date:** March 1, 2021

**Subject:** Faculty Senate Legislation #2020-60(B) – Name and Curriculum Change of the Master of Arts in Arts Presenting and Live Entertainment Management TO Master of Arts in Live Entertainment Management, Department of Music, Media, and Industry, Frost School of Music.

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The Faculty Senate, at its February 24, 2021 meeting, had no objections to the approval of the name and curriculum change of the Master of Arts in Arts Presenting and Live Entertainment Management TO Master of Arts in Live Entertainment Management in the Department of Music, Media, and Industry in the Frost School of Music. This change allows for a more accurate description of the curriculum as well as market demand and competition.


This legislation is now forwarded to you for your action.

LLN/va/rh

Enclosure

cc: Jeffrey Duerk, Executive Vice President, Academic Affairs, and Provost  
Shelton Berg, Dean, Frost School of Music  
Shannon de l'Etoile, Associate Dean, Graduate Studies, Frost School of Music  
Gary Wood, Program Director, Frost School of Music  
Guillermo Prado, Dean, Graduate Studies  
Patty Murphy, Associate Provost for University Accreditation, Office of Assessment and Accreditation

**CAPSULE:** Faculty Senate Legislation #2020-60(B) – Name and Curriculum Change of the Master of Arts in Arts Presenting and Live Entertainment Management TO Master of Arts in Live Entertainment Management, Department of Music, Media, and Industry, Frost School of Music.

APPROVED: \_\_\_\_\_ DATE: 4/16/21  
  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Shelton Berg, Dean, Frost

School of Music and Guillermo Prado

(Pending any further Board of Trustees approval)

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_

# Program Change Request

Date Submitted: 01/06/21 4:09 pm

Viewing: **M.A. in ~~Arts Presenting and~~ Live Entertainment Management :  
MPRS\_MA**

Last approved: 10/07/20 10:07 am

Last edit: 01/06/21 4:09 pm

Changes proposed by: Manuel Santana (m.santana4)

Catalog Pages Using [M.A. in Arts Presenting and Live Entertainment Management](#)  
this Program

*Please list the authors of this proposal including name, rank/title, program/department, and school.*

Proposer(s) Name	Gary Wood Program Director
	Shannon de l'Etoile Associate Dean of Graduate Studies

Change Type All Other Changes

Provide a brief summary of the change

- 1) Rename the program
- 2) Changing course requirements
- 3) Adding a new course (MMI 840)

Career Graduate

Academic Structure

School/ College	Department

## In Workflow

1. PG University Accreditation
2. PG MU Dean
3. PG GR School
4. PG Graduate Council
5. PG GR Dean
6. PG FS Office for GWC
7. PG FS GWC
8. PG Faculty Senate
9. PG FS for President
10. PG FS President Approved
11. PG Registrar

## Approval Path

1. 01/10/21 7:21 pm  
Patty Murphy (pxm491): Approved for PG University Accreditation
2. 01/11/21 10:47 am  
Shelton Berg (s.berg): Approved for PG MU Dean
3. 01/11/21 5:05 pm  
Tiffany Plantan (tplantan):

School/ College	Department
Frost School of Music	Music,Media & Industry

Plan Type Major and/or Degree

Degree Type Master's

Degree Name Master of Arts

Proposed Plan Code MLEM\_MA

Plan Name M.A. in ~~Arts Presenting and~~ Live Entertainment Management

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis options, or tracks?

No

Effective Term Fall 2021

First Term Valid Fall 2021

Program Instruction Mode In Person

Where is the program offered?	Location	Please provide the % of instruction at each location.
	Coral Gables Campus	100

Program Length (Years) 2

Total Credits 2

- Approved for PG GR School
- 01/22/21 2:38 pm Tiffany Plantan (tplantan): Approved for PG Graduate Council
  - 01/24/21 9:05 pm Guillermo Prado (gprado): Approved for PG GR Dean
  - 02/02/21 10:36 pm Robyn Hardeman (rhardeman): Approved for PG FS Office for GWC

### History

- Apr 21, 2020 by Manuel Santana (m.santana4)
- Oct 7, 2020 by Manuel Santana (m.santana4)

### To Be Published in the Academic Bulletin

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## Program Overview

## Overview

~~The Arts Presenting (AP Live) is a~~ Live Entertainment Management **graduate degree program is a comprehensive and intensive investigation of Program with an emphasis on the essential knowledge and expertise required of professionals in live entertainment management today, that offers a diverse and abundant curriculum. performing arts and commercial music industries.** Whether a seasoned professional or emerging leader in the field, we know the landscape for creating, presenting, managing, and assessing live events is quickly evolving in ways both exciting and challenging. So, throughout the curriculum, we explore the best practices of live entertainment management perfected over many decades by leading-edge arts innovators, and explore the innovative practices now transcending traditional arts and entertainment boundaries. Given the breadth of careers in the industry, students can tailor the program to their professional goals. Students emerge from the program with the essential skills, experiential learning experiences and confidence to make an immediate positive, lasting difference in the fast-paced arts and entertainment industries across the globe. For more information, please visit the [Live Entertainment Management website](#).

~~AP Live offers a curriculum that's distinctly tailored to provide a thorough understanding of marketing, promotion, management, legal aspects, risks and finance of a diversity of live entertainment endeavors. AP Live students gain hands-on experience producing events, marketing and promoting concerts and working with venues on all aspects of a live entertainment performance. For more information, please visit the website for the Arts Presenting Program.~~

## Program Mission Statement

## Mission

The ~~Arts Presenting and~~ Live Entertainment Management ~~(AP LIVE)~~ masters degree program makes possible specialized, comprehensive and experiential learning in the multifaceted field of live **entertainment arts** presentations. Keen attention to leadership, project management, operations, personnel, finances and for-profit and non-profit arts business models serves as the foundation of the curricular learning, research and activity. With greater-Miami and arts connection to professional across the U.S. and beyond, students graduating from the University Miami and the Frost School of Music are fully prepared to enter the workforce as dynamic professionals poised to step in successfully to wide-varieties of arts settings around the world.

## Program Goals

## Goals

The program has three primary objectives:

Each student is fully engaged in the entirety of **Arts-Presenting-and** Live Entertainment Management subject matter, with exposure to all of the professional-level issues of the field. To that end, courses are designed with syllabi that ensures a sequence of learning filled with each of the best-practice topics and tactics necessary for gaining professional level skills and wherewithal.

Each student is engaged in research designed to capture far-reaching information formed from intense study and field experiences. Such research will result in (at least) two formal papers and presentations that exemplify exceptional effort and provide lasting value for the learner. Such research includes, but is not limited to creating and managing projects of various sizes, business models and implementation strategies, industry-related statistical analysis such as environmental scans, demographics and so forth, as well as the exploration of **entertainment-based arts-based** subjects that go to the heart of the **Live Entertainment Management arts-presenting** reason d'être.

Each student is introduced to professionals in the field—across the U.S. and beyond—such that they have developed a meaningful and useful network of mentors and contacts offering insights into **live entertainment arts-presenting** management issues, best practices and opportunities for further learning. The network of contacts is compelled into existence by way of course-work throughout the degree program that relies upon expert input as part of the assignments objectives, as well as professionals introduced by faculty.

## Student Learning Outcomes

## Student Learning Outcomes

Students will demonstrate the ability to create a graduate-level, high quality and extensively researched paper on a critical topic applicable to the course.

Students demonstrate mastery of live presentations. Through research on an **entertainment-based, arts-based;** course-specific topic, students organize information and share in a formal presentation as a means of exhibiting A) appropriate and effectual planning and format organizational skills, and B) proper and engaging communication competence. In so doing, students gain experience and capacities for successful live presentations frequently required in the professional field, such as funding requests, board reports, pre-concert discussions, educational lectures and more.

Students demonstrate mastery of creating a comprehensive grant request.

## Curriculum Requirements

## Curriculum Requirements

## Major Area

~~MMI 641~~      ~~Four Management and Production~~

3

<a href="#">MMI 643</a>	Marketing in the Arts and Entertainment	3
<a href="#">MMI 726</a>	Performing Arts Center and Facility Management	3
<a href="#">MMI 736</a>	Sponsorship, Development, and Financial Management in the Live Entertainment Industry	3
<a href="#">MMI 738</a>	Legal Aspects of the Live Entertainment Industry	3
<del>MMI 740</del>	<del>Arts Presenting Project</del>	<del>3</del>
<del>MMI 774</del>	<del>Music Copyright Law</del>	<del>3</del>
Electives		
<del>Select 6 credit hours of approved Graduate Course Electives</del>		<del>6</del>
<b>Select 15 credit hours of approved Graduate Course Electives</b>		<b>15</b>
Final Project		
Choose from:		3
<a href="#">MMI 804</a>	Internship in Arts Presenting	
or <a href="#">MMI 840</a>	<a href="#">Course MMI 840 Not Found</a>	
<del>MMI Elective</del>		
Exit Exam		
Total Credit Hours		30

## Plan of Study

## Sample Plan of Study

## Plan of Study Grid

## Year One

Fall		Credit Hours
<a href="#">MMI 726</a>	Performing Arts Center and Facility Management	3
<a href="#">MMI 736</a>	Sponsorship, Development, and Financial Management in the Live Entertainment Industry	3
<a href="#">MMI 738</a>	Legal Aspects of the Live Entertainment Industry	3
	Credit Hours	9
Spring		
<del>MMI 641</del>	<del>Four Management and Production</del>	<del>3</del>
<a href="#">MMI 643</a>	Marketing in the Arts and Entertainment	3
Approved Graduate Course Elective(s)		6
	Credit Hours	9

## Year Two

Fall		
<del>MMI 740</del>	<del>Arts Presenting Project</del>	<del>3</del>
<del>MMI 774</del>	<del>Music Copyright Law</del>	<del>3</del>
Approved Graduate Course Elective(s)		9
	Credit Hours	9
Spring		
<a href="#">MMI 804</a> or <a href="#">MMI 840</a>	Internship in Arts Presenting	3
	or <a href="#">Course MMI 840 Not Found</a>	
Exit Exam		
	Credit Hours	3
	Total Credit Hours	30

\* This is a suggested Plan of Study. Your actual course sequence may vary depending on your previous academic experience as well as current course offerings. Students should meet with their academic advisor each semester to determine the appropriate course selection.

## Admission Requirements

## Admission Requirements



## On-Campus Programs

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The application priority deadline is December 1st.

The supplemental materials deadline is January 1st.

[Please click here](#) for special deadlines related to our **Live Entertainment Management**, **Arts Presenting**, Media Writing, Music Business, and Music Engineering programs

APPLY NOW

### Step 1 - Apply

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Apply online through [CollegeNET](#)

Upload a prescreening (if applicable) through [SlideRoom](#) – check the [Audition/Portfolio Requirements](#) page for specific information

### Step 2 - Submit Supplemental Materials

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All supplemental materials must be submitted either via email to [fsom.graddocs@miami.edu](mailto:fsom.graddocs@miami.edu) or via US Mail to PO Box 248165, Coral Gables, FL 33124.

Required for all applicants:

Transcripts – an official transcript from ALL post-secondary schools attended, regardless of if a degree was granted or not, must be sent directly to the Frost School of Music from the issuing institution in order to be considered official

Applicants with international transcripts, please [click here](#) for specific instructions about approved evaluation services

An official transcript is required for every school attended, even if it was only a single class

Current University of Miami students applying to a new degree program must provide an official University of Miami transcript

Three letters of recommendation - sent through CollegeNet as part of application submission. These do not need to be sent separately

Resume - attached to the application at the time of submission. This does not need to be sent separately

The following supplemental materials may be required for some applicants:

GRE Score - Please contact your [program faculty](#) for specific GRE information

[TOEFL/IELTS Score](#) - Please click here for more specific TOEFL/IELTS information

Teaching/Conducting Sample

Writing Sample

Prescreening/Audition/Interview

Portfolio

Not all supplemental materials are required for all degree programs. Please see the [Degree Program Requirements](#) for specific requirements.

For information regarding specific program requirements, please see [Application & Program Requirements](#).

Applicants are responsible for tracking the status of their application materials and should do so on [CaneLink](#). Please allow at least two weeks for documents to be processed and marked as complete. If you are unable to access your CaneLink account, please check the [CaneLink FAQ](#).

### Step 3 - Audition/Interview/Upload Portfolio

## Step 3 - Audition/Interview/Upload Portfolio

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**Audition** - If your program requires an audition, you will be contacted after the December 1st deadline to schedule a date. All performance programs require a prescreening and invitations to audition will be extended to those applicants approved by faculty review. Check the [Audition/Portfolio Requirements](#) page for specific requirements. Do not make travel plans until you receive a confirmation email from Frost Admissions.

**Interview** - If your program requires an interview, you will be contacted by department faculty to schedule a date.

**Portfolio** - If your program requires a portfolio, please upload it through [SlideRoom](#). Check the [Audition/Portfolio Requirements](#) page for specific requirements.

### Music, Media, & Industry Application Deadlines

If you are applying to Music Business & Entertainment ~~Industries, Live Industries, Arts Presenting & Live~~ Entertainment Management, JD/MM, or JD/MA programs, the following deadlines apply:

December 1 - International applicants and priority domestic applicants

April 1 - All JD/MM and JD/MA applicants

June 1 - Final application and supplemental materials deadline for domestic applicants

If you are applying to Music Engineering Technology or Media Writing and Production, the following deadlines apply:

December 1 - International applicants and priority domestic applicants

February 1 - Priority portfolio deadline

April 1 - Final application and portfolio deadline - all applications/supplemental materials/portfolios are due by this date

## International Applicants

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**TOEFL/IELTS** - Test scores are required for international applicants whose native language is not English and who have not received a degree from an accredited English-speaking institution. Additional information can be found under [International Applicants](#).

Applicants must submit a copy of their passport before a decision can be made. The name on your passport must match the name with which you apply.

If accepted, you will be contacted by the Office of Admission to submit documentation of financial responsibility.

### Documents Required

Submit the following educational documents to an approved international credentialing evaluation service:

- a) Official original diplomas and certificates in the original language, and
- b) Official original transcripts in the original language (names of courses, grades, and hours of instruction) for every year of study.

Documents in a language other than English must be accompanied by professional, certified English translations. Translations supplement but do not replace, the official documents.

### Type of Evaluation Required

The Frost School of Music is requiring international applicants to their programs to complete a course-by-course evaluation with GPA.

### Where to Submit Documents for Evaluation

Josef Silny & Associates (JS&A), Inc. International Education Consultants, is the preferred evaluation service for international applicants to the University of Miami due to their competitive prices and high-quality service. [Click here](#) for more information, including the [Application for Evaluation of Foreign Educational Credentials](#).

World Education Services (WES) is the second preferred evaluation service for international applicants to the University of Miami. [Click here](#) for more information, including the [Application for Evaluation of Foreign Educational Credentials](#).

the [Application for Evaluation of Foreign Educational Credentials](#).

Please note that international applicants are not required to use the services of JS&A or WES exclusively, but the University of Miami requires that an international credential evaluation must be done by one of the approved evaluation vendors found on [this list](#).

### Evaluation Fee

Applicants are responsible for the evaluation fee.

### Submission of Evaluation

The evaluation vendor is required to send all official copies of related documents to:

Frost School of Music

PO Box 248165

Coral Gables, FL 33124-7610

or electronically to:

[fsom.graddocs@miami.edu](mailto:fsom.graddocs@miami.edu)

Please click [here](#) for additional details

Applicants who are applying with a current degree in progress will be required to have their final transcripts and diploma evaluated upon arrival at the Frost School. If applicants use Josef Silny for the initial evaluation, the Frost School will cover the evaluation. If applicants choose a different vendor, they will be responsible for the cost of the re-evaluation.

## Decisions

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Students are recommended for admission to the Frost School of Music by the faculty and admission committees. Final acceptance to the Graduate program is made after all materials requested by the Frost School of Music have been received and evaluated. Scholarships and/or Assistantships are awarded based on faculty recommendation. Admission decisions are sent out starting in late March.

### Application Guidelines

Applications are accepted for the fall term only

Applications are accepted for only one degree program

Graduate applicants must have a minimum of a 3.0 cumulative GPA for consideration

Applicants must be in-progress toward completing or have earned the appropriate prior music degree(s) from a regionally accredited institution in order to apply for a graduate level music program. If you are accepted and decide to attend the Frost School, you will be required to provide a final transcript showing a conferred degree.

The MM in Music Business & Entertainment Industries and the MA in [Arts Presenting & Live Entertainment Management](#) do not require prior music degrees. The MS in Music Engineering Technology is open to students who have completed an undergraduate degree in an appropriate engineering/science field.

Current University of Miami students applying to a new degree program must provide an official University of Miami transcript

Materials submitted in support of an application cannot be released for other purposes nor returned to the applicant

For information on where to submit supplemental materials, please see our [Contact Information](#)

## Rationale

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## Rationale

☑ The objectives are to:

- A) Re-focus the Arts Presenting and Live Entertainment Management curriculum toward a specialized focus on live entertainment management (from a more generalized arts administration degree),
- B) Re-name the program as a more apt description for marketplace competitiveness, and
- C) By way of adjustments in required courses (5 down from 8), students can tailor their focus through the associated increase in electives (5 rather than 2).

Market Demand

Relationship to Other Programs

Relationship to Undergraduate and Professional Programs

Library Resources Available and Needed to Support the Program

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

Other Resources Available or Needed to Support the Program

## Curriculum

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Program Curriculum

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

## CIP Code

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Proposed CIP Code

## Faculty

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Program Directors

Upload CV(s)

Program Faculty

Upload CV(s) Grad

## Students

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Applicant Pool

Enrollment Projections

Teaching or Research Assistants

## Administration

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Program Administration

## Comparison

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Peer Comparisons

## Documents

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Attach Supporting Documentation      [MPRS Proposal FULL FINAL 6 Jan 2021.pdf](#)

Reviewer                      **Patty Murphy (pxm491) (01/08/21 12:49 pm):** The MMI Department faculty voted to approve this proposal on 10/20/20. The FSOM School Council voted to approve this proposal on 12/11/20. The supporting letters are attached.

Comments                      **Patty Murphy (pxm491) (01/10/21 7:21 pm):** The proposed changes do not represent a significant departure from the current program so notification to or approval from SACSCOC will not be required.

**Shelton Berg (s.berg) (01/11/21 10:47 am):** I concur with this change

**Tiffany Plantan (tplantan) (01/22/21 2:38 pm):** Proposal discussed at the January 19, 2021 meeting of the Graduate Council. Notification item only. No concerns were expressed by Council members.

**Robyn Hardeman (rhardeman) (02/02/21 10:36 pm):** This proposal will be added to the GWC Consent agenda for the 2/10/2021 meeting. it will be submitted on documents only, and will not need a presentation. Information and instructions will be set to the proponent via email.

Key: 489